

MRPC Sponsorship Opportunities
Revised 3-13-19

<u>Funder</u>	<u>Comments</u>	<u>Assignment</u>	<u>2019 update</u>
Red Wing Shoe Company	Features a hiking and work boot line. Corporation with is in MN. Thinks it s a good one to research and to show through the product line and apparel	Sen. Dave Senjem will make contact to find information on sponsorship options available.	MN will review with Sen. Senjem
Bass Pro Shops and Cabelas	Cabelas and Bass Pro Shops are very tied with a lifestyle brand, mainly hunting and fishing. Bass Pro Shop is based in Memphis, TN and has taken over the pyramid. There are other stores in the ten states. Two companies have an approved merger.	Diana Threadgill knows Johnny Morris who is the very hands on president of Bass Pro Shops. Terri McCullough recommended having him as a speaker for next year's Annual Meeting in West Memphis. Terri McCullough recommended Bobby Kennedy work on it with Threadgill. Threadgill agreed a couple people could work on it.	NO to discuss with Kim Williams
Casey's General Stores	Make some cash donations and have done sponsorships however they are only regional	IA, WI, MN will look at these with Edith Pfeffer taking the lead	IA will discuss with IA commission. Currently supports all IA byways
Keen Effect	Not located in the GRR so it's a little more difficult to reach them but their product fits with hiking and is very quality like Red Wing Shoe Company	Anne Lewis will research more about them.	MN said to take off list. Doesn't focus on our region.
Kwik Trip	Headquaters - La Crosse, WI so lots of interest in them as a sponsor although they are more of a regional presence.	Sherry Quamme and Anne Lewis will work on ideas for reaching them.	MN will talk with WI to review
L.L. Bean	Only known through shopping their products	Sherry Quamme will research.	Confirm with WI results of research
Lands End	Contacts here have struggled and they are losing money but they are located in WI and we sell our merchandise through them so perhaps they would be interested with that tie to the GRR	National Office will research contacts there.	NO will look into again since changes have been made there since the last discussion
National Automotve Dealers Association	Might have a tie in with road safety message and Edith Pfeffer knows their former president	Edith Pfeffer and Anne Lewis will work on contacts.	Committee felt this might still be a good lead. Will investigate further.
REI	Stores located in MN,WI, IA, IL, MO, and TN. List of project partners includes orgs such as National Audubon Society, Colorado Mountain Bike Assn and Friends of the Mississippi River. CEO is former National Parks superintendent. Corporate headquarters in Boulder, CO.	Holly Cain has been elected to research options for sponsorship.	MN said Friends of the MS River is MN based but is very focused on water quality and probably not a fit
ADM	IA has experience working with them and they are not intersted in tourism and have cut back on local donations. Recommended to approach them through the concept of positive image of the things they are doing regionally that are central to their business, such as barges. Important to tie into our projects and their corporate approach.	Sen. Dave Senjem will make contact to find information on contacts through government relations channels	MN will review with Sen. Senjem
Auto Zone	Based in Memphis and could be a good pitch target marekting package. Requested NO to compile a list of stores along the GRR	NO to resesearch number of stores along the GRR	Committee thought this was a tougher fit because no main contact exists

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Cracker Barrel	Office in east Tennessee or Nashville	Diana Threadgill will work on this one.	Committee still thinks this one has potential, especially with the retail component but it might not be the right time without a TN contact
John Deere	Located in Quad Cities with a wide audience	Assigned to Holly Cain to find contacts and Anne Geiger from IA.	Will wait for IL and IA to report
CHS--onld Cenex cooperative	based in St. Paul	Sen. Dave Senjem will make contact to find information on contacts through government relations channels	MN will review with Sen. Senjem
3M	Located five miles from the River	Sen. Dave Senjem will make contact to find information on sponsorship options available.	MN will review with Sen. Senjem
Anheiser Busch	St. Louis based with distributors throughout the GRR region and might like the opportunity for cross promotion	Sen. Dave Senjem will make contact to find information on sponsorship options available.	Remove from list since they are owned by an internation company
AmericInn	Not sure where they are based but there seem to be a number of properties along the GRR.	NO to research number of properties and possible contacts	NO will loop back to contact since merger has been completed for a while
Holiday Inn	Based in Memphis	Diana Threadgill will look for contacts for them.	Probably best to move this out of a priority spot without a TN contact
Con Edison	Located in Cordova, IA	Edith Pfeffer will work on contacts.	IA will discuss with IA commission.
Steamboat Companies	Utilize the river and look for day-trip options on the GRR		NO will get contacts
Outdoor and other advocacy groups (similar concepts as the National Automotive Dealers Association	Consider organizations that may have a theme that can tie into the MRPC mission		Committee members to consider organizations they are aware of that might be a good fit
RV Association	In addition to other organizations to consider, RV association may be a good tie		NO to research contacts